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El Paso Sash & Door Co.

MADE IN EL PASO

PRODUCTS ARE THE BEST

TABLE TALKS—"Macaroni Mack"

A lady was telling me the other day that she was very fond of Macaroni and Spaghetti. Her husband was a variable friend for it and the children would almost as soon have it as a lolly-pop—but—and right there that "but" gave me my text for this article which I have been asked to write. The lady's complaint was that sometimes she would get a package of Macaroni that would cook up so tough that they could tie the dog with it—and the unfortunate part of it is that it is true.

It is very easy to keep your Macaroni or Spaghetti from cooking up tough and tasteless and a telephone wire is often the cause of all the trouble. Have you ever noticed in ordering your groceries, especially by telephone, that you will often say "and a package of Macaroni"? There—that is the whole story—don't just ask for Macaroni, say "Tri-State" and right there you take the grief out of Macaroni or Spaghetti cooking. I am willing to bet a new hat that you will acknowledge after trying Tri-State Macaroni, Spaghetti or Noodles that you are getting a product that makes one of the most appetizing of dishes.

Macaroni, Spaghetti and Noodles are just like shoes, yes, I'll admit some of it is like leather too. But to get a good pair of shoes you must put the material into them. To make a good Macaroni product, one must first get the best flour obtainable—not just flour—but "the flour," then one must know how to make it. The Italians are the famous makers of Macaroni products because families have passed down from generation to generation the "know how" of the Macaroni business.

We claim to know how to make Macaroni and like the circus man, we say without fear of contradiction, that Tri-State is the Best Macaroni on the market, and we are willing to prove it. Flour and knowing how are not the only things necessary—cleanliness and watchfulness—yes, we watch every yard of it. Then the big thing—climate and atmosphere. It would amaze you to know of the many thousands of dollars being spent annually "back east" by Macaroni manufacturers on mechanical devices, trying to get an atmosphere, and climatic condition like we enjoy here in the Southwest—and it "just can't be did."

I would like to have every housewife that visits the "Made in El Paso" Show to call at our booth at the Sign of Funny Monday, and let me tell you something about Macaroni.

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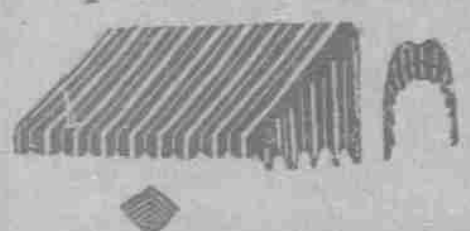
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